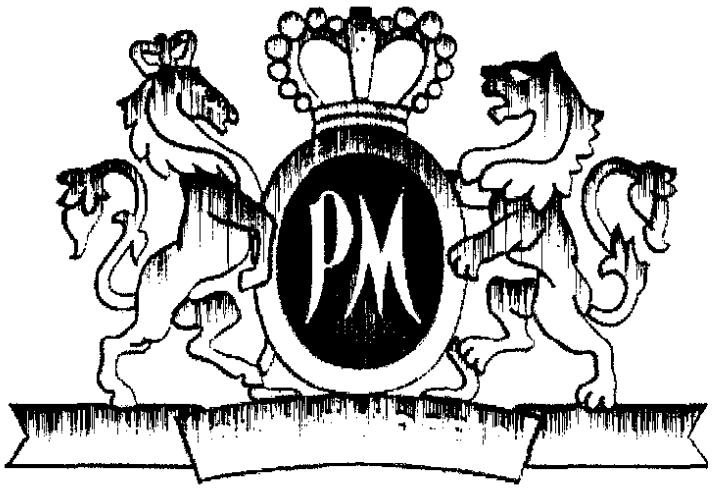


Proposed "Roadmap" for Communicating about Potentially Reduced Exposure/Risk Products on PM USA Websites

PM3001122428

Source: https://www.industrydocuments.ucsf.edu/docs/fqhk0001

Purpose

more general

Provide an increased transparent mechanism to convey complex scientific information pertaining to potentially reduced exposure/risk products in a concise and structured format.

Website Scope Content

Scientific information contained in this website adheres to current best practices and historical published documentation.

more general

PM3001122429

Source: https://www.industrydocuments.ucsf.edu/docs/fqhk0001

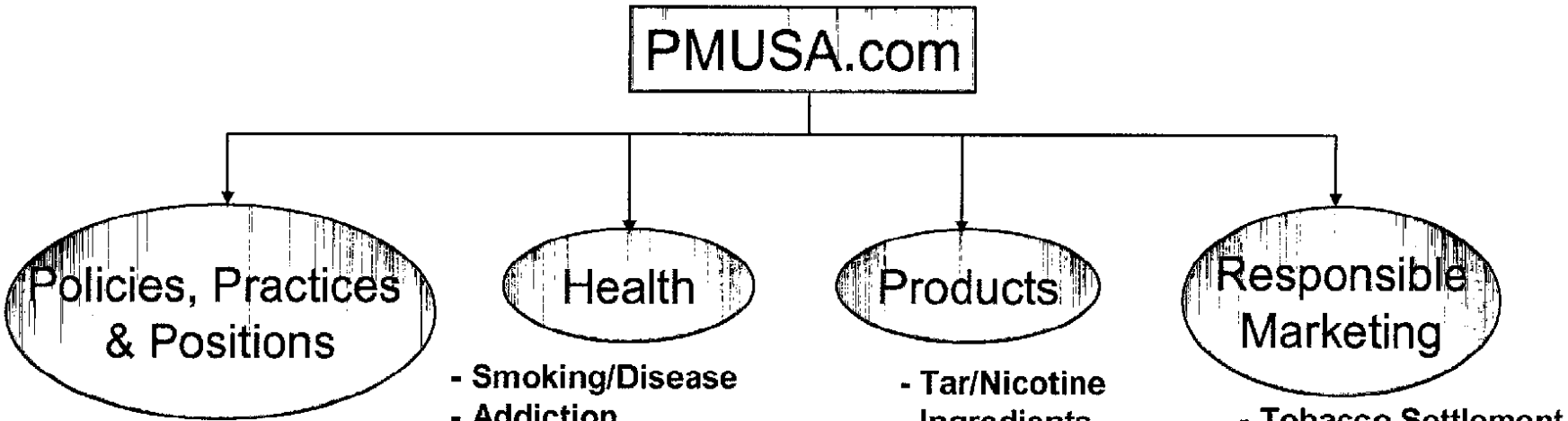
Key Recommendation

Develop a stand-alone *PMUSA-Science* website, targeted to scientists and public health professionals to address their different requirements of scientific content, detail, language and style as compared to consumers or the public, for the communication of science related to our potentially reduced Exposure/risk products

PM3001122430

Source: https://www.industrydocuments.ucsf.edu/docs/fqhk0001

Current Website with Proposed New Modules



- Youth Smoking Prevention
- Community Involvement
- Litter
- Environment
- Legislation & Regulation
- Public Place Smoking
- Suppliers
- Harm Reduction

- Smoking/Disease
- Addiction
- Quitting
- Low Tar
- Secondhand Smoke
- Surgeon General Report
- Lung Cancer
- Other Cancers
- Asthma
- Smoking & Pregnancy
- Emphysema and Chronic Obstructive Pulmonary Disease
- Other Diseases & Effects
- Cardiovascular Disease

- Tar/Nicotine
- Ingredients
- Production
- Preps
- JLI Claims Support for Consumers
- SCoR Claims Support for Consumers

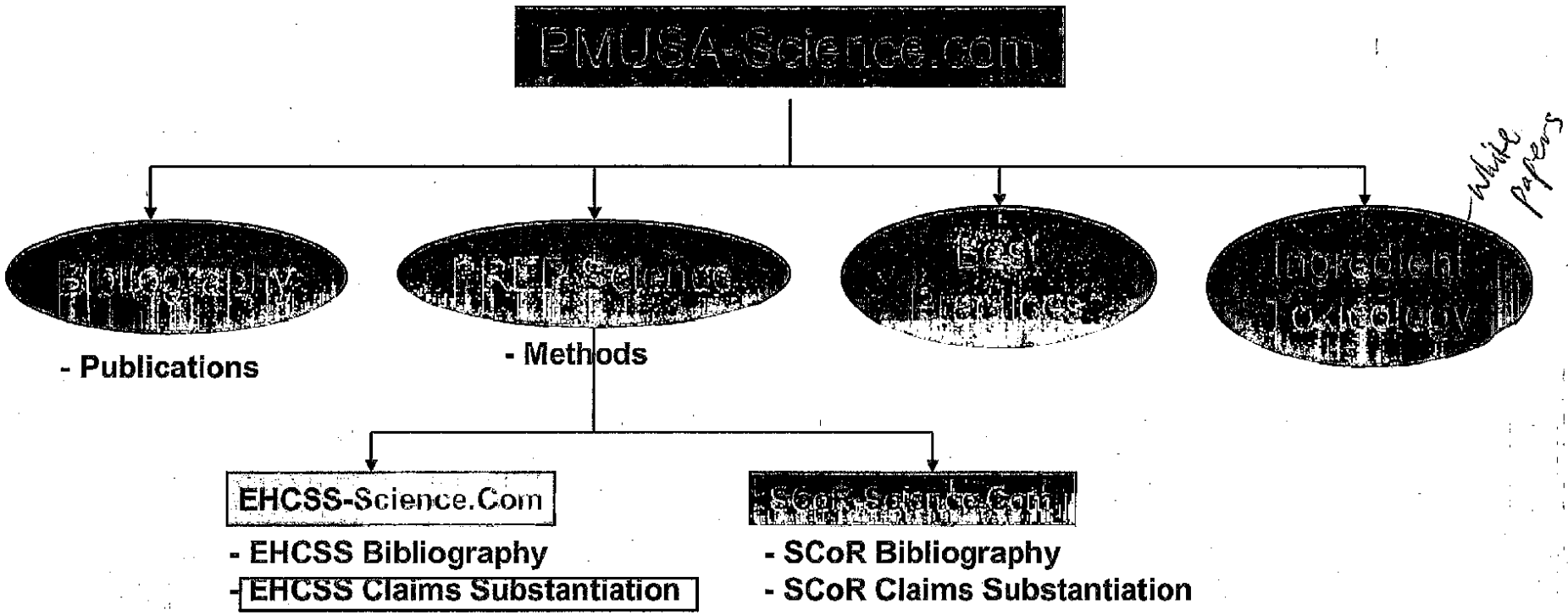
- Tobacco Settlement Agreement
- Marketing Practices

Legend:
Blue: In Existence
Red: Proposed
Priority Concept to be Developed

PM3001122431

Source: https://www.industrydocuments.ucsf.edu/docs/fqhk0001

New Proposed Scientific Website Hierarchy

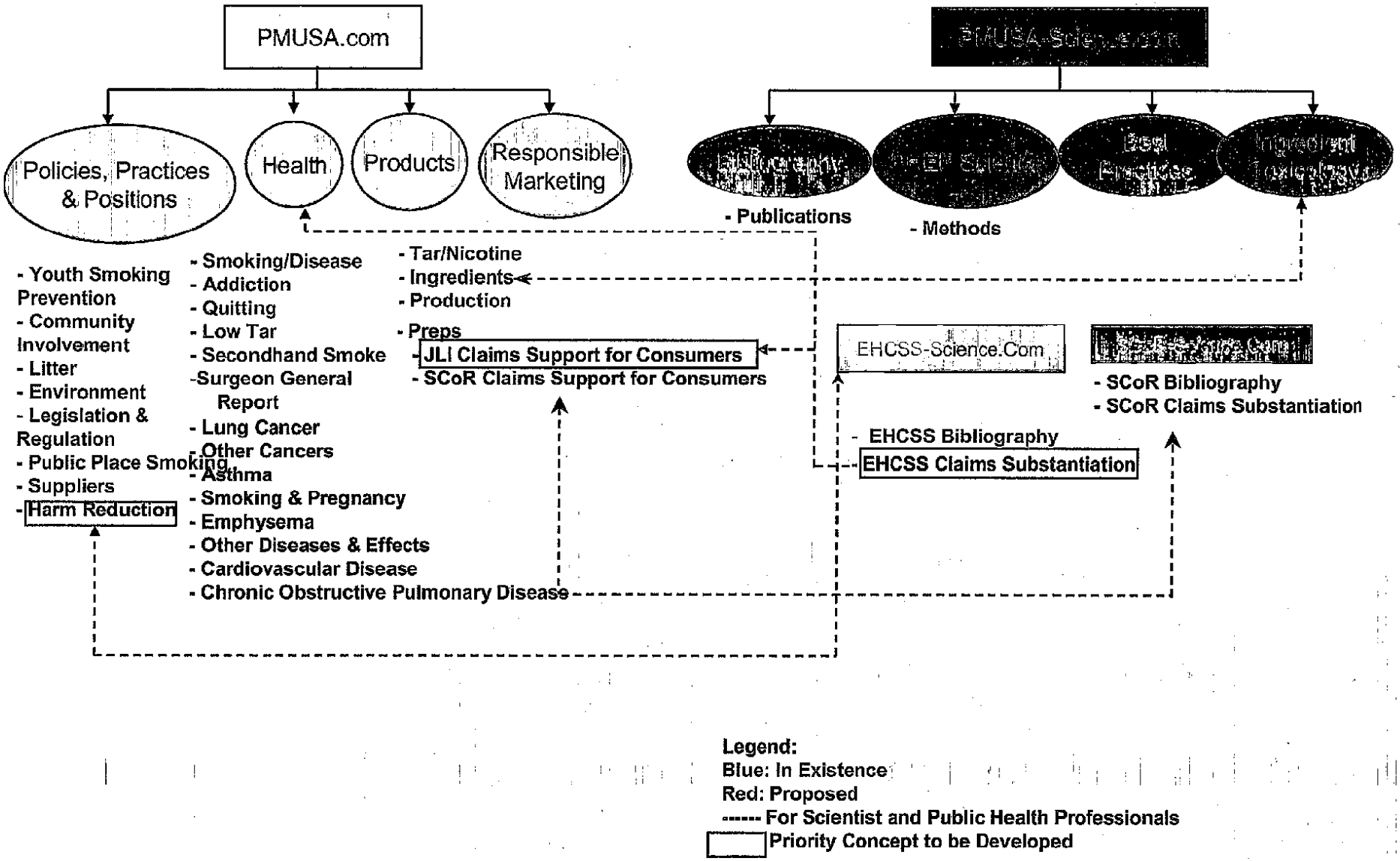


Legend:
Blue: In Existence
Red: Proposed
Priority Concept to be Developed

PM3001122432

Source: https://www.industrydocuments.ucsf.edu/docs/fqhk0001

Proposed "Roadmap" for Communicating about PREPs on PMUSA Websites



PM3001122433

Source: https://www.industrydocuments.ucsf.edu/docs/fqhk0001

Strengths/Opportunities

- Single comprehensive source of information for the science and public health community
- Specific target audience: language, detail, style
- Framework for future products
- Effective and focused communication tool to scientific and public health community
- Opportunity to publish our complete scientific foundation for PREPs

PM300112243 4

Source: https://www.industrydocuments.ucsf.edu/docs/fqhk0001

Weaknesses/Threats

- Not all scientific data may be peer reviewed
- Knowledge of existence
- Confusion of 2 websites
- Maintenance of 2 websites (consistency)
- Potential misrepresentation as a marketing site
- Misunderstanding and misinterpretation of scientific data
- Misuse by non-target audiences

PM3001122435

Source: https://www.industrydocuments.ucsf.edu/docs/fqhk0001

Conclusion

A website specifically designed for scientists and public health professionals would more effectively convey complex scientific information pertaining to potentially reduced exposure/risk products to critical stakeholders.

PM3001122436

Source: https://www.industrydocuments.ucsf.edu/docs/fqhk0001